

Historic, Archive Document

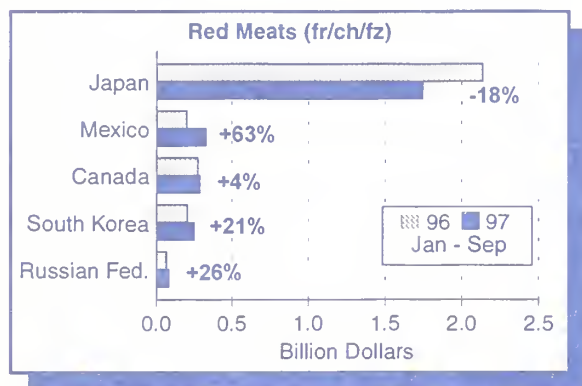
Do not assume content reflects current scientific knowledge, policies, or practices.

Agricultural Trade Highlights

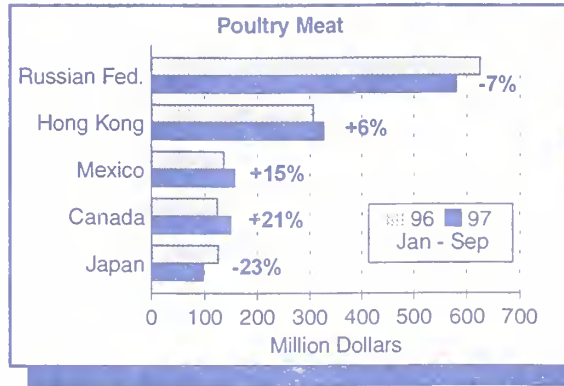
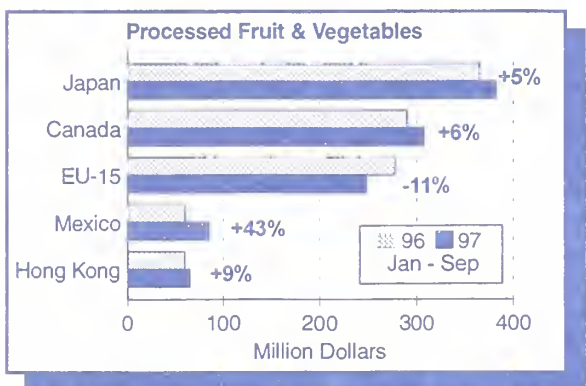
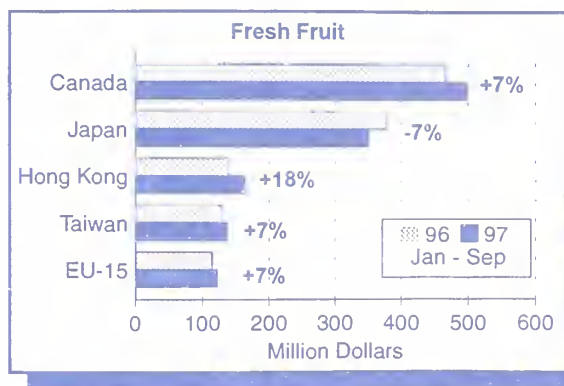
Circular Series

ATH 11 97
 November 1997

Consumer Food Trade Trends...



Top Five Markets



Hong Kong Retail Feature Inside This Issue!

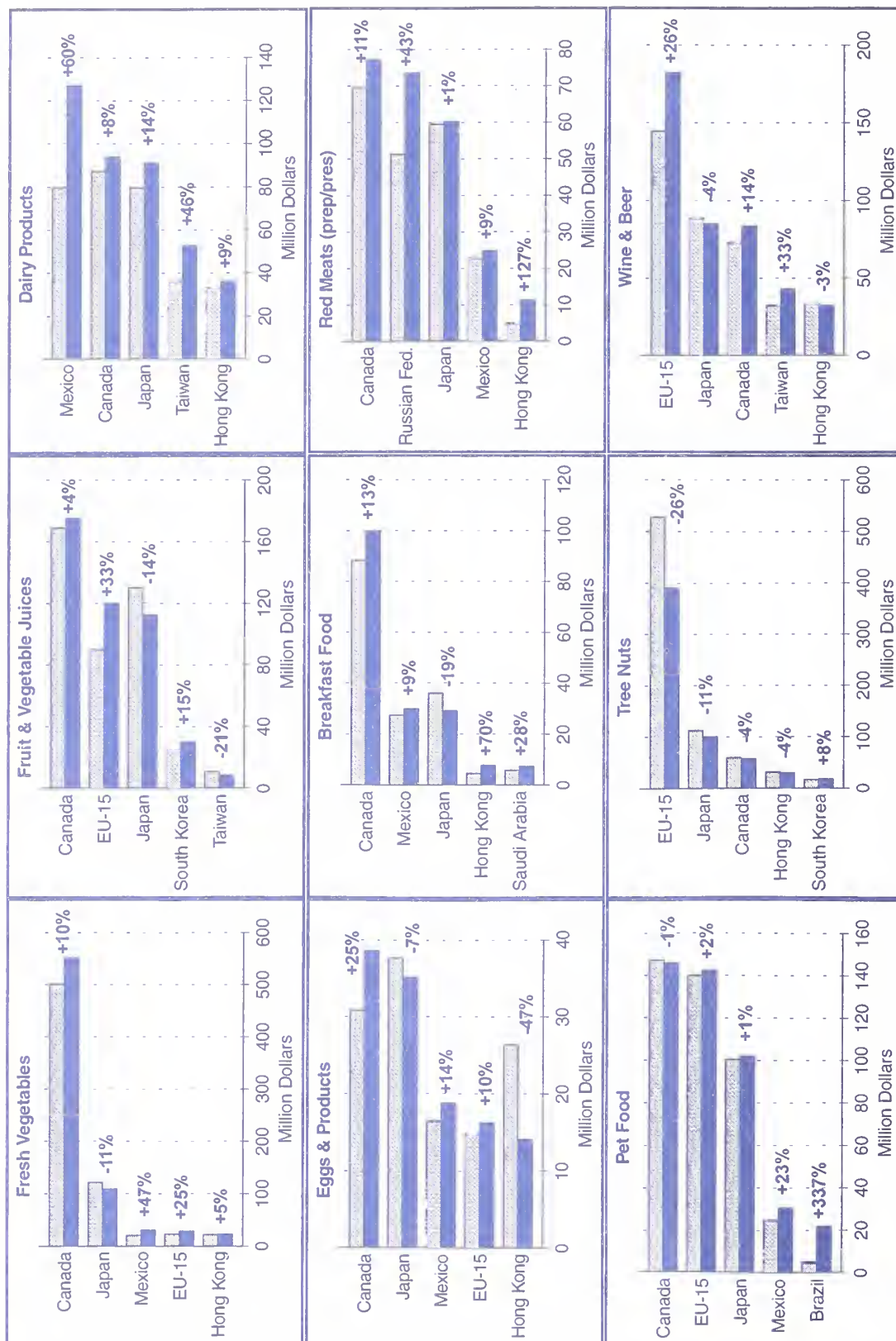
	Page
Consumer Food Trade Trends	1
Bites & Bits	3
Feature: Hong Kong Retail Update	4
U.S. Agricultural Exports	
By Region	7
By Commodity Group	8

	Page
U.S. Ag, Fish, & Wood Summaries ...	9
Foreign Exchange Rates	10
USDA Trade Show Calendar	11

Trade Trend Top Five Markets for Selected U.S. Consumer Foods

January - September Comparisons

CY 96 CY 97



Note: Percentages are computed as the change from 1996 to 1997.

Bites & Bits

GLOBAL CONSUMER MARKET INFORMATION FOR THE U.S. FOOD AND AGRIBUSINESS COMMUNITY

RETAIL NEWS FLASH FROM HONG KONG

...GrandMart Warehouse Club of Hong Kong recently announced plans to open its first stores in China in January 1998 in Guangzhou and Chongqing, reports ATO Hong Kong. The Guangzhou warehouse club store may open as early as January 1 and the Chongqing store should open by mid-January. At least 15 percent of GrandMart's inventory in the Chinese stores will be imported from the United States with the expectation that this will increase over time. GrandMart is a favorite of Hong Kong residents looking for U.S. food products. The ATO is planning a Great American Food Promotion in GrandMart's Hong Kong stores for March 14 through April 12, 1998 in partnership with U.S. State Regional Trade Groups.

SEEN AND HEARD AT FI EUROPE...A visit to Food Ingredients Europe, a recent trade show held in London, revealed fruit pieces as the latest trend in European food processing. U.S. exhibitor Ocean Spray won Most Innovative Semi-Finished Product for its flavored fruit pieces used in cereal and bakery items. Other often-mentioned products at the show included bagels, brownies, and healthy or 'functional' foods.

APPLES FOR KOREAN STUDENTS...As students ready themselves to take the dreaded, but all-important, college entrance exams, parents and friends ply them with good luck gifts, according to ATO Seoul. Each November during exam time, chocolates reading "pass the test" and "look good" fill store shelves. Apples, rice cakes, and taffy are also popular gifts.

CANCUN IMPROVES TOURIST ZONE

...Foreign and national investment will improve the Cancun tourist zone, according to Ag Mexico City. Projects will include construction and improvements to various five star hotels and the housing complex in the tourist zone. More than 700 hotel rooms will be added, increasing the hotel capacity in the area to 21,500 rooms. U.S. consumer food products targeted at Mexico's tourist industry should benefit from the boom.

FRENCH CHAIN WILL OPEN MORE STORES IN KOREA...According to ATO Seoul, Carrefour, a French discount store chain, plans to add ten new outlets throughout Korea in 1998. Carrefour offers one-stop-shopping for food and non-food items in a European, hyper-market style.

ORGANIC NEWS FROM THE BRITISH ISLES

...A survey conducted by Sainsbury, a leading multiple supermarket chain in the United Kingdom, found that 40 percent of shoppers now claim that they buy organic foods. Major supermarkets are working hard to extend their range of organic products, according to the British Soil Association. Trade press reports have noted that organic baby food is one of the fastest growing sectors of organic food, growing at almost 50 percent annually. In 1996, organic baby food claimed 6 percent of the \$240 million U.K. baby food market.

SNACKING FUELS VENDING MACHINE SALES IN FRANCE...The French are eating lighter meals and snacking more, often eating between three and five times per day, according to a recent report from Ag Paris. Most

snacking occurs at the workplace; mainly fruits, drinks, and cookies. Vending machines are being installed in offices to meet this demand. The Paris Metro was also recently equipped with vending machines, which have been successful so far. The French prefer sweet snacks to salty ones. Cookies, nuts (pistachios, pecans, walnuts, and hazelnuts), dried fruits, candies, ice creams, and soft drinks have high potential in this market segment.

HIGH-VALUE FOOD PURCHASES ON THE RISE ACROSS CHINA...

...According to a recent nationwide survey, Chinese consumers are purchasing more frozen meats and vegetables, food in retort packaging, and snack foods. Thirty-eight percent of households have purchased frozen food in 1997, compared with just 13 percent in 1994. These figures are even higher in urban areas. Thirty-two percent of households purchased snack foods in 1997 up from 22 percent in 1994. Frozen foods and snack foods represent nearly 80 percent of the \$206 million in U.S. high value exports shipped directly to China during October 1996 through August 1997.

--Compiled by Carmi Lyon

This information is intended for U.S. companies looking at overseas markets and does not carry the endorsement of the USDA, nor does it represent official views of USDA.

For more information on the reports mentioned in this column, call (202) 690-5667 or e-mail: LyonC@fas.usda.gov.

Note: "ATO" refers to Agricultural Trade Office; "Ag" refers to the Agricultural Affairs Office of the U.S. embassy in the listed city.

Feature: Hong Kong Retail Update

The handover of Hong Kong to China in July attracted considerable international attention from the media, bankers, investors, and Yankee traders. First, the historic handover of Hong Kong from Britain to China on July 1, 1997; then International Monetary Fund meetings in September to discuss South East Asia's economic woes; and most recently the "Waltzing Hang Seng" as financial markets around the globe rose and fell in one of the wildest stock market rides in recent history.

On a less spectacular, but nonetheless important level, Hong Kong's retail food market keeps chugging along under "Survival of the Fittest" market rules. Last fall, ATO Hong Kong authored a report entitled "Survival of the Fittest in Hong Kong's Retail Market." The market at that time was characterized by retail innovation and expansion both in Hong Kong and on mainland China. The market has seen a shake-out this year, which will provide U.S. exporters with new opportunities as retailers develop new ways to reach their target customers.

And now, the story continues...

*By LaVerne Brabant & Sam Lee,
Agricultural Trade Office, Hong Kong*

Chapter 1: "Pre-Handover Re-cap"

During the fall of 1996, the number of warehouse-discount chains in Hong Kong increased from three to four with the addition of A-Mart. Value Club, another warehouse club chain targeting small businesses, owned by Charoen Pokphand Agro-Industry of Thailand, began expansion on Mainland China with a 100,000 sq. ft. store in Pudong, China.

Market Republic supermarket opened its doors to the public in January 1996, targeting the high quality and gourmet food market with an inventory of over 7,000 items many of them imported. The chain features in-store cooking demonstrations, wine tastings, home delivery, fax orders, and VIP cards for repeat customers.

Also during 1996, Park 'N' Shop opened its newest and largest store in Kowloon and Wellcome, the largest supermarket chain with 208 stores,

introduced a debit card system, allowing customers to withdraw cash and pay for purchases directly from their personal bank accounts.

Chapter 2: "Endangered Species"

The recent market turmoil and declining tourist trade has spilled into Hong Kong's retail food market with the reorganization and closure of several prominent chains.

Yaohan Japan, the parent company of Yaohan Department Stores in Hong Kong, filed for reorganization in Japan in September and closed its Hong Kong store two months later. The company is now in receivership and rumors persist that the stores will be purchased by other retail players in Hong Kong. The ten-store operation carried a large volume and variety of up-market retail housewares and food products from the United States.

Value Club, a joint venture originally born of Wal-Mart and Charoen Pokphand (CP), ceased operations in Hong Kong at the end of September 1997. In recent months the 100 percent CP owned and operated venture was reported to be expanding in the Hong Kong market by buying market share at extremely competitive, below market prices. However, suddenly and without prior warning, all four stores closed.

Charoen Pokphand (CP) of Thailand, claims the Hong Kong stores were closed so the company can concentrate its efforts in China. CP reportedly has one warehouse club outlet in Shanghai, China. Not surprisingly, the Hong Kong office has undergone major changes with most key personnel transferred to Shanghai. However, the CP Hong Kong office remains open as a regional buying and sourcing operation for the CP Group.

...Hong Kong Retail Update

Chapter 3: "The Fittest Survive"

The remaining retailers have employed a number of tactics to win the loyalty of Hong Kong's consumers.

Park N' Shop, the second largest supermarket chain in Hong Kong with 171 stores, underwent organizational restructuring this past July in preparation for a new marketing vision, labeled "The Year 2000." In order to become more competitive, key executives were shuffled within the company, new departments were established, and old departments were renamed, merged, or eliminated. These major changes by Park N' Shop are an effort to address the appreciable competition. In the future, Park N' Shop plans to open "superstores" and add "consignment counters" in many existing Park N' Shop stores.

Park N' Shop has been successful in entering the Chinese market, although operations there have apparently not lived up to sales and profit expectations. The company recently opened several new stores in China to increase its market presence there. Park N' Shop says it is aware of the importance of the Chinese market to future growth and market development goals.

Dickson Poon's retailing empire just keeps growing with the opening of a new Seibu store on November 14, 1997, in Causeway Bay. This store is the second Seibu in Hong Kong. It occupies 66,000 square feet on two levels.

Carrefour, the new hyper-market player in Hong Kong, will open its second store in Hong Kong before year's end, to be located in Tsuen Wan, New Territories. Reportedly, it will be one of the largest retail food

stores in all of Hong Kong with about 100,000 square feet of floor space.

Due to a recent and erroneous newspaper report of possible E. coli contamination, Carrefour and at least one other chain, pulled all U.S. beef from the shelves. Testing by the Hong Kong Department of Health vindicated all U.S. beef in Hong Kong only to have the issue flare up again based on hamburger recalls in the United States even though none of recalled hamburger was exported to Hong Kong. While things are returning to normal, it's been a very difficult year for U.S. beef here.

GrandMart, Hong Kong's largest warehouse club (in terms of number of outlets), announced plans to open a ninth store by year's end. However, in a recent and unexpected move, the company has put the Hong Kong franchise on hold and announced its plans to open units in China in January. This represents a new direction for GrandMart because the new stores will be their first entry into China and the first joint-venture stores anywhere.

Dah Chong Hong (DCH), a major food player in Hong Kong with operations in importing, wholesaling, and retailing, has announced "Project Food Basket" organized by the Shanghai Municipal People's Government. DCH is looking for partners from the United States and other countries to invest and partner in the production, processing, and distribution of food and agricultural products in the important Shanghai region.

Guangnan, parent company of Guangnan Supermarkets, has been expanding the company significantly since late last year. Guangnan purchased a variety of food-related assets in China and Hong Kong including farms, food processing plants, and supermarkets. The number of Guangnan Supermarket outlets in Hong Kong has grown from 22 in 1996 to 35 currently. Guangnan is a strong retail player with four supermarket chains in China, three in Guangdong Province, one in Shanghai, and plans for a store in Macau in the future.

What's Next?

The "good news" for Yankee food traders is that Hong Kong's retail market continues to provide excellent marketing and sales opportunities. In addition, Hong Kong continues to be a bright spot in Asia relative to other markets experiencing significant currency revaluations. The Hong Kong dollar remains pegged to the U.S. dollar, making imports from the United States to Hong Kong not only stable but price constant in Hong Kong dollars as well.

While the economic turmoil facing Asian and global markets is likely to continue, some retailers here say these changes may actually be an opportunity for grocery retailers as the consumer mood turns conservative and a return to home food preparation.

Stay tuned for more...

*For more information, contact
LaVerne E. Brabant, Director at:
Tel: (852) 2841-2350
Fax: (852) 2845-0943
E-mail: 106122.2744@compuserve.com
[Http://www.usia.gov/posts/
hong_kong.html](http://www.usia.gov/posts/hong_kong.html)*

U.S. EXPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS TO HONG KONG
CY 1992 - 1996 AND YEAR-TO-DATE COMPARISONS
(IN THOUSANDS OF DOLLARS)

EXPORT MARKET: HONG KONG

PRODUCT	CALENDAR YEARS (JAN-DEC)					JANUARY - SEPTEMBER		
	1992	1993	1994	1995	1996	COMPARISONS		%
						1996	1997	CHANGE
BULK AGRICULTURAL TOTAL.....	146,372	81,738	187,084	200,636*	83,090	72,577	67,345	-7.21
WHEAT.....	22,064*	16,877	20,758	12,682	4,299	3,506	1,966	-43.95
COARSE GRAINS.....	1,031	330	852	426	340	207	489	136.04
RICE.....	1,023	952	1,050	1,282	1,743	1,213	1,377	13.55
SOYBEANS.....	403	654*	195	226	14	5	76	1333.9
COTTON.....	73,880	18,644	118,720	134,244	42,186	40,725	42,784	5.06
TOBACCO.....	41,693	29,389	31,788	33,688	18,894	12,546	15,480	23.39
PULSES.....	769	1,178*	1,129	1,037	1,003	738	869	17.78
PEANUTS.....	697	856	984*	572	802	306	642	110.02
OTHER BULK COMMODITIES.....	4,811	12,856	11,607	16,479*	13,810	13,330	3,661	-72.53
INTERMEDIATE AGRICULTURAL TOTAL.....	93,164	98,824	159,433	204,108*	186,661	140,131	178,478	27.36
WHEAT FLOUR.....	17	21	28	75	2,362*	2,354	20	-99.13
SOYBEAN MEAL.....	186	0	0	224	316	316	0	-100.0
SOYBEAN OIL.....	776	807	10,707	10,017	7,111	393	46,916*	11853
VEGETABLE OILS (EXCL SOYBEAN OIL).....	14,658	10,410	15,752	32,365*	20,542	17,663	10,276	-41.82
FEEDS & FODDERS (EXCL PET FOODS).....	13,087	8,270	9,564	17,266	11,056	8,384	6,974	-16.81
LIVE ANIMALS.....	3,503	5,945	5,098	5,939	8,619*	3,903	4,746	21.58
HIDES & SKINS.....	26,613	36,757	50,131	60,528*	58,141	50,060	40,763	-18.57
ANIMAL FATS.....	443	761	894	1,511	1,553	1,014	1,958*	93.05
PLANTING SEEDS.....	2,870	2,720	15,528*	3,865	2,507	1,889	2,606	37.95
SUGARS, SWEETENERS, & BEVERAGE BASES..	4,027	5,451	10,791	15,674	18,188	13,088	13,578	3.74
OTHER INTERMEDIATE PRODUCTS.....	26,983	27,681	40,938	56,644*	56,265	41,065	50,639	23.31
CONSUMER-ORIENTED AGRICULTURAL TOTAL....	625,535	700,139	895,084	1,094,946	1,216,581*	863,645	977,011	13.13
SNACK FOODS (EXCL NUTS).....	18,338	30,089	40,499*	22,789	26,409	16,788	16,029	-4.52
BREAKFAST CEREALS & PANCAKE MIX.....	1,360	1,427	5,667	4,455	7,039	4,531	7,699*	69.93
RED MEATS, FRESH/CHILLED/FROZEN.....	26,531	28,978	46,138	81,645	107,246*	72,774	80,428	10.52
RED MEATS, PREPARED/PRESERVED.....	6,137	7,021	6,074	7,712	7,070	4,921	11,162*	126.82
POULTRY MEAT.....	139,752	169,489	273,991	402,591	419,334*	307,057	326,242	6.25
DAIRY PRODUCTS.....	15,458	22,611	23,677	27,093	40,310*	33,084	36,022	8.88
EGGS & PRODUCTS.....	22,534	24,749	25,572	25,799	34,260*	26,272	14,040	-46.56
FRESH FRUIT.....	131,545	137,199	152,247	166,423	179,812*	138,443	163,408	18.03
FRESH VEGETABLES.....	16,355	21,128	26,420	26,213	27,895*	22,041	23,224	5.36
PROCESSED FRUIT & VEGETABLES.....	52,323	60,452	69,641	77,346	85,735*	59,326	64,653	8.98
FRUIT & VEGETABLE JUICES.....	11,698	11,183	12,158	13,925	14,783*	11,279	7,767	-31.14
TREE NUTS.....	31,652	36,689	41,409	43,961	49,085*	31,244	29,912	-4.26
WINE & BEER.....	12,675	23,308	30,706	48,825*	39,898	33,164	32,059	-3.33
NURSERY PRODUCTS & CUT FLOWERS.....	461	639	1,072	1,152*	439	205	1,131	451.76
PET FOODS (DOG & CAT FOOD).....	3,930	5,134	3,790	2,835	5,358*	3,947	4,450	12.74
OTHER CONSUMER-ORIENTED PRODUCTS.....	134,788	120,042	136,023	142,182	171,910*	98,571	158,786	61.09
FOREST PRODUCTS (EXCL PULP & PAPER).....	29,483	36,419	54,195	62,021	79,836*	58,680	77,773	32.54
LOGS AND CHIPS.....	3,956	732	818	1,047	2,276	1,164	4,205	261.21
HARDWOOD LUMBER.....	7,589	15,449	24,309	32,224	42,245	30,885	45,154*	46.20
SOFTWOOD AND TREATED LUMBER.....	1,285	2,382	2,293	2,463	3,332	2,291	4,663*	103.57
PANEL PRODUCTS (INCL PLYWOOD).....	12,259	12,267	14,631	18,508	23,696*	17,849	18,615	4.29
OTHER VALUE-ADDED WOOD PRODUCTS.....	4,394	5,589	12,144*	7,779	8,288	6,491	5,136	-20.87
FISH & SEAFOOD PRODUCTS, EDIBLE.....	39,455	33,246	45,442	42,327	48,128*	28,817	32,136	11.52
SALMON, WHOLE OR Eviscerated.....	902	941	651	595	1,079	1,046	235	-77.49
SALMON, CANNED.....	27	42	49	22	289	208	77	-63.16
CRAB & CRABMEAT.....	313	691	655	810	532	455	721	58.42
SURIMI (FISH PASTE).....	0	0	1,299	1,914*	458	427	185	-56.61
ROE & URCHIN (FISH EGGS).....	178	417	474	243	1,039	636	1,051*	65.38
OTHER EDIBLE FISH & SEAFOOD.....	38,036	31,155	42,314	38,743	44,731*	26,046	29,866	14.67
AGRICULTURAL PRODUCT TOTAL.....	865,071	880,700	1,241,601	1,499,690*	1,486,332	1,076,353	1,222,834	13.61
AGRICULTURAL, FISH & FORESTRY TOTAL.....	934,009	950,366	1,341,238	1,604,038	1,614,297*	1,163,850	1,332,743	14.51

ANALYSIS BY: COMMODITY AND MARKETING PROGRAMS/FAS/USDA

SOURCE: U.S. BUREAU OF THE CENSUS TRADE DATA

NOTE: * DENOTES HIGHEST EXPORT LEVELS SINCE AT LEAST CY 1970

U.S. Agricultural Export Value by Region

Monthly and Annual Performance Indicators

	September			October-September			Fiscal Year		
	1996	1997	Chg	FY '96	FY '97	Chg	1997	1998(f)	Chg
	-- \$Billion --			-- \$Billion --			-- \$Billion --		
Western Europe	0.669	0.789	18%	9.275	9.382	1%	9.382	9.5	1%
European Union 1/	0.640	0.679	6%	8.913	8.765	-2%	8.765	8.8	0%
Other Western Europe	0.029	0.118	314%	0.403	0.660	64%	0.660	0.7	6%
Central & Eastern Europe	0.043	0.016	-62%	0.399	0.301	-25%	0.301	0.4	33%
New Independent States 2/	0.120	0.133	11%	1.650	1.593	-3%	1.593	1.4	-12%
Russian Federation	0.099	0.103	4%	1.235	1.281	4%	1.281	1.2	-6%
Asia	1.691	1.674	-1%	25.959	23.812	-8%	23.812	23.6	-1%
Japan	0.776	0.804	4%	11.873	10.698	-10%	10.698	10.9	2%
China	0.050	0.070	41%	1.816	1.773	-2%	1.773	1.6	-10%
Other East Asia	0.578	0.489	-15%	8.165	7.501	-8%	7.501	7.4	-1%
Taiwan	0.192	0.158	-18%	2.924	2.582	-12%	2.582	2.4	-7%
South Korea	0.251	0.182	-28%	3.710	3.283	-12%	3.283	3.3	1%
Hong Kong	0.135	0.149	11%	1.531	1.633	7%	1.633	1.7	4%
Other Asia	0.287	0.311	8%	4.104	3.840	-6%	3.840	3.7	-4%
Pakistan	0.056	0.058	3%	0.394	0.418	6%	0.418	0.5	20%
Philippines	0.076	0.086	13%	0.904	0.893	-1%	0.893	0.9	1%
Middle East	0.188	0.195	4%	2.496	2.462	-1%	2.462	2.5	2%
Israel	0.040	0.027	-31%	0.626	0.543	-13%	0.543	0.5	-8%
Saudi Arabia	0.041	0.058	40%	0.579	0.587	1%	0.587	0.6	2%
Africa	0.264	0.232	-12%	2.952	2.229	-25%	2.229	2.5	12%
North Africa	0.198	0.171	-14%	2.071	1.457	-30%	1.457	1.7	17%
Egypt	0.156	0.120	-23%	1.418	0.918	-35%	0.918	1.1	20%
Algeria	0.024	0.021	-12%	0.313	0.298	-5%	0.298	0.3	1%
Sub-Saharan Africa	0.066	0.061	-7%	0.881	0.772	-12%	0.772	0.8	4%
Latin America	0.775	0.782	1%	9.920	9.948	0%	9.948	11.1	12%
Mexico	0.355	0.403	14%	5.005	5.066	1%	5.066	5.8	14%
Other Latin America	0.420	0.379	-10%	4.915	4.882	-1%	4.882	5.3	9%
Brazil	0.056	0.029	-48%	0.577	0.458	-21%	0.458	0.6	31%
Venezuela	0.028	0.032	16%	0.446	0.547	23%	0.547	0.6	10%
Canada	0.522	0.571	9%	5.988	6.601	10%	6.601	6.6	-0%
Oceania	0.049	0.049	-1%	0.476	0.531	12%	0.531	0.6	13%
World Total	4.369	4.480	3%	59.795	57.261	-4%	57.261	58.5	2%

Note: 1/ Includes the newest member states of Austria, Finland and Sweden.

2/ Made up of the Former Soviet Union republics, including the Baltic Republics.

FY 1998 forecasts (f) are based on USDA's "Outlook for U.S. Agricultural Exports," published December 2, 1997.

U.S. Exports of Ag, Fish & Forest Products by Major Group

Monthly and Annual Performance Indicators

Export Values	September			October-September			FY '98(f)	97/98
	1996	1997	Chg	FY '96	FY '97	96/97		
	-- \$Billion --	-- \$Billion --		-- \$Billion --	-- \$Billion --	Chg		
Grains and Feeds 1/	1.618	1.410	-13%	21.553	16.466	-24%	16.7	1%
Wheat & Flour	0.675	0.517	-23%	7.032	4.263	-39%	4.5	6%
Rice	0.093	0.049	-48%	1.004	0.962	-4%	1.0	4%
Coarse Grains 2/	0.521	0.500	-4%	9.338	6.921	-26%	6.9	-0%
Corn	0.437	0.415	-5%	8.369	6.107	-27%	6.1	-0%
Feeds & Fodders	0.194	0.208	8%	2.627	2.673	2%	2.6	-3%
Oilseeds and Products	0.598	0.702	17%	9.670	11.437	18%	11.0	-4%
Soybeans	0.348	0.335	-4%	6.312	6.950	10%	6.7	-4%
Soybean Cakes & Meals	0.104	0.086	-17%	1.305	1.746	34%	1.4	-20%
Soybean Oil	0.016	0.041	151%	0.272	0.516	90%	0.7	36%
Other Vegetable Oils	0.063	0.070	10%	0.836	0.856	2%	NA	NA
Livestock Products	0.575	0.652	13%	8.067	7.726	-4%	8.2	6%
Beef, Pork & Variety Meats	0.278	0.352	27%	4.343	3.977	-8%	4.3	8%
Hides, Skins & Furs	0.138	0.115	-17%	1.677	1.693	1%	1.8	6%
Poultry Products	0.241	0.238	-1%	2.898	3.094	7%	3.2	3%
Poultry Meat	0.208	0.205	-1%	2.353	2.460	5%	NA	NA
Dairy Products	0.048	0.078	64%	0.719	0.842	17%	0.8	-5%
Unmanufactured Tobacco	0.091	0.094	3%	1.393	1.612	16%	1.6	-1%
Cotton and Linters	0.067	0.113	70%	3.028	2.737	-10%	2.7	-1%
Planting Seeds	0.050	0.071	41%	0.727	0.924	27%	0.9	-3%
Horticultural Products	0.926	0.932	1%	10.019	10.598	6%	11.2	6%
Sugar & Tropical Products	0.155	0.191	23%	1.886	2.063	9%	2.2	7%
Forest Products 4/	0.618	0.583	-6%	7.098	7.485	5%	NA	NA
Fish and Seafood Products 4/	0.244	0.232	-5%	2.867	2.687	-6%	NA	NA
Total Agriculture	4.369	4.480	3%	59.960	57.500	-4%	58.5	2%
Total Ag., Fish & Forest	5.230	5.295	1%	69.925	67.671	-3%	NA	NA

Export Volumes	---- MMT----			---- MMT----			MMT	Chg
	1996	1997	Chg	1996	1997	Chg		
Grains and Feeds 1/	7.777	8.829	14%	110.130	95.337	-13%	NA	NA
Wheat	3.399	3.195	-6%	33.716	24.531	-27%	28.5	16%
Wheat Flour	0.059	0.061	4%	0.470	0.504	7%	0.5	-1%
Rice	0.251	0.140	-44%	2.831	2.564	-9%	2.7	5%
Coarse Grains 2/	3.073	4.351	42%	58.656	53.027	-10%	55.1	4%
Corn	2.543	3.600	42%	52.681	46.579	-12%	48.5	4%
Feeds & Fodders	0.808	0.895	11%	12.065	12.259	2%	12.7	4%
Oilseeds and Products	1.707	1.764	3%	30.759	33.942	10%	37.1	9%
Soybeans	1.132	1.159	2%	22.372	24.027	7%	26.7	11%
Soybean Cakes & Meals	0.392	0.323	-18%	5.445	6.345	17%	6.7	6%
Soybean Oil	0.026	0.069	168%	0.450	0.924	105%	1.1	19%
Other Vegetable Oils	0.087	0.096	11%	1.146	1.265	10%	NA	NA
Livestock Products 3/	0.226	0.308	36%	3.791	3.201	-16%	NA	NA
Beef, Pork & Variety Meats	0.097	0.122	26%	1.410	1.356	-4%	1.5	11%
Poultry Products 3/	0.190	0.230	21%	2.383	2.581	8%	NA	NA
Poultry Meat	0.184	0.226	23%	2.330	2.522	8%	2.6	3%
Dairy Products 3/	0.026	0.041	59%	0.445	0.445	0%	NA	NA
Unmanufactured Tobacco	0.013	0.011	-15%	0.218	0.238	9%	NA	NA
Cotton & Linters	0.041	0.071	74%	1.703	1.648	-3%	1.6	-3%
Planting Seeds	0.055	0.071	29%	0.665	1.205	81%	NA	NA
Horticultural Products 3/	0.546	0.544	-0%	7.139	7.539	6%	7.7	2%
Sugar & Tropical Products 3/	0.097	0.121	25%	1.137	1.181	4%	NA	NA
Total Agriculture 3/	10.678	11.990	12%	158.371	147.317	-7%	157.9	7%

Notes: 1/ Includes pulses, corn gluten feed and meal; 2/ includes corn, oats, barley, rye and sorghum; 3/ includes only those items measured in metric tons; 4/ items not included in agricultural product totals. NA = not available.

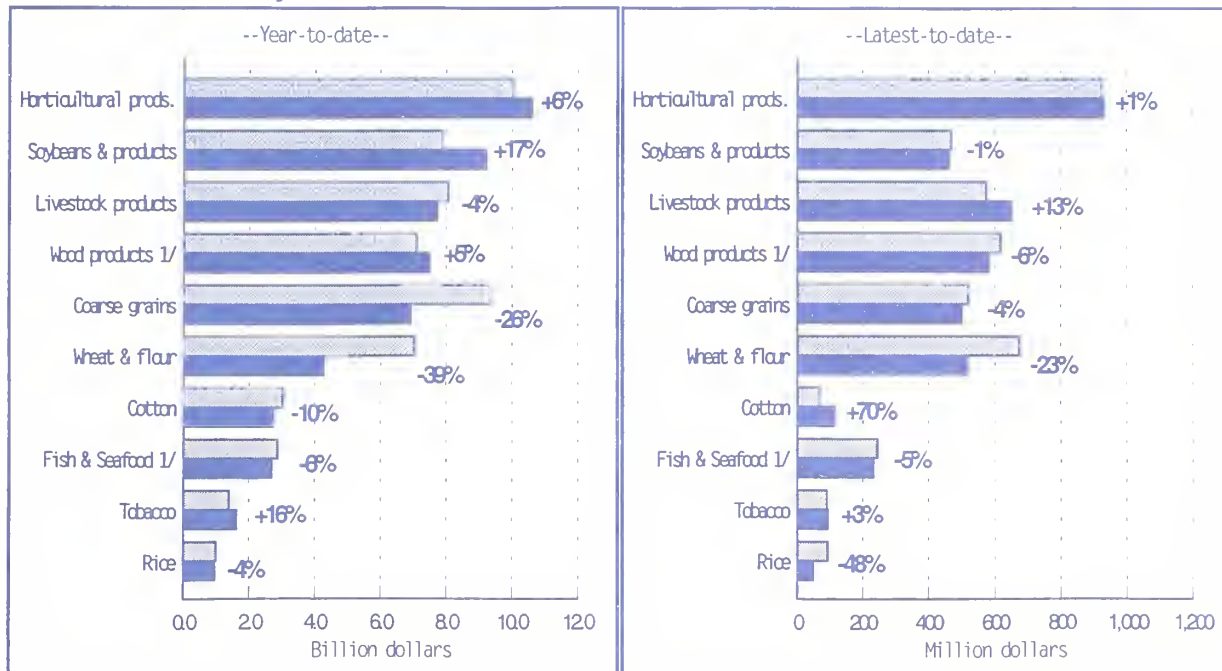
FY 1998 forecast (f) is based on USDA's "Outlook for Agricultural Exports," published December 2, 1997.

U.S. Agricultural, Fish, and Wood Export Summaries

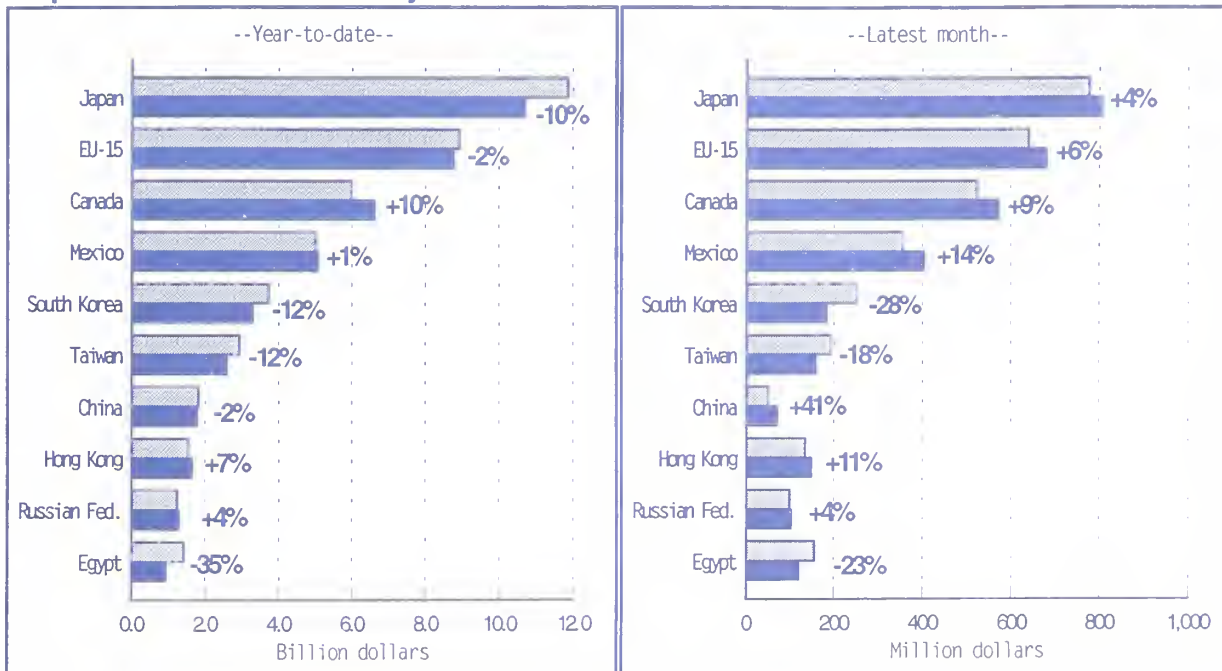
October-September and Latest Month Comparisons

FY 96 FY 97

Product Summary



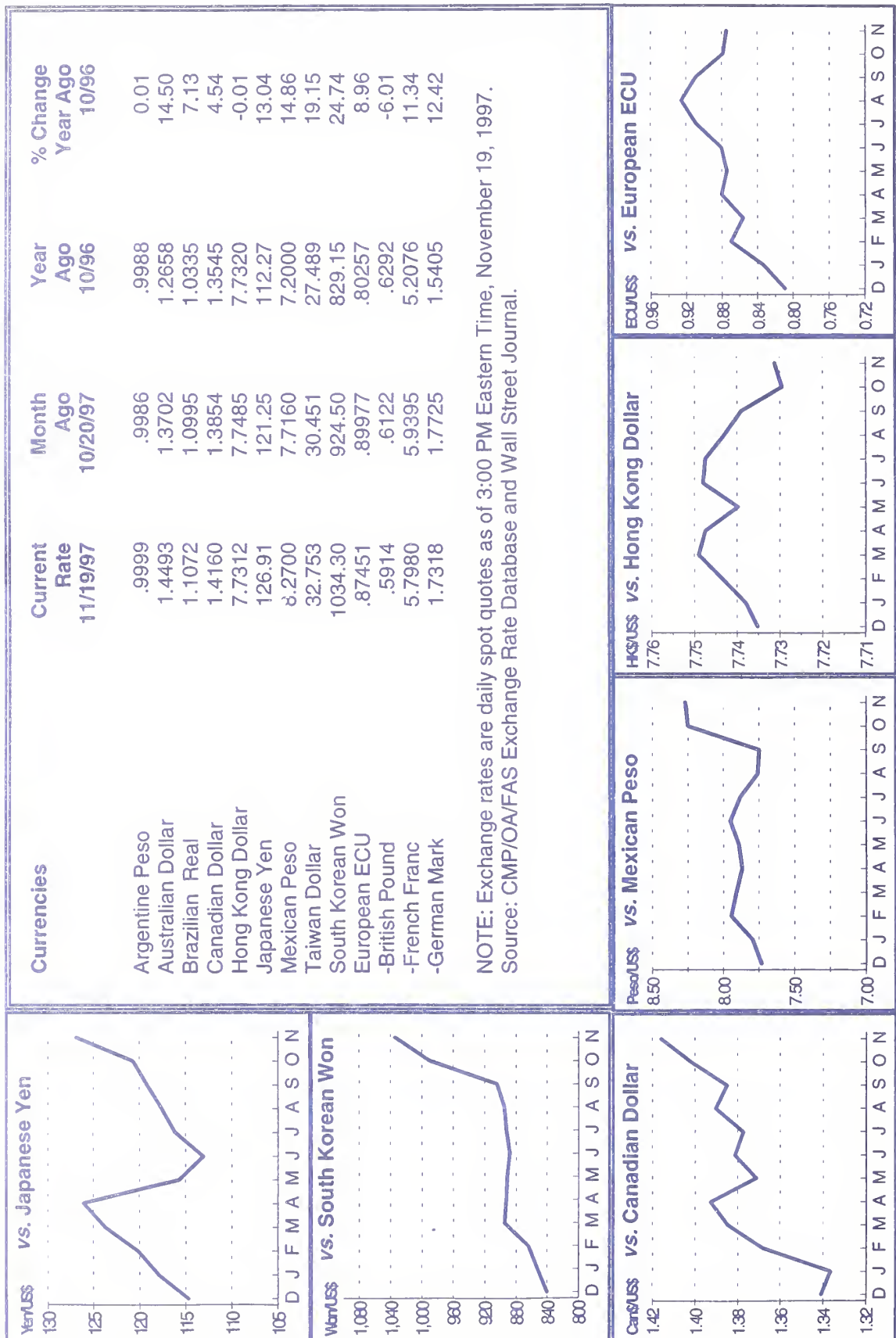
Top Ten Markets Summary



Note: Percentages are computed as the change from a year ago.
1/ Not included in agricultural totals.

Value Of U.S. Dollar Against Major World Currencies

Daily Spot Quotations & Monthly Averages



USDA Trade Show Calendar

Food & Hotel Philippines

February 18-21, 1998

Manila, Philippines

● Number of visitors: 8,000

The Philippines continues to emerge as one of the brightest prospects in Asia for growth in U.S. consumer-oriented foods exports.

Commerce Tours International

870 Market Street, Suite 920

San Francisco, CA 94102

Tel: 415-433-3072

Fax: 415-433-2820

USDA Contact:

Tobitha Jones

Tel: 202-690-1182

Fax: 202-690-4374

E-mail: joneste@fas.usda.gov

MEFEX '98

February 28-March 3, 1998

Bahrain Int'l Exhibition Center

Manama, Bahrain

● Number of visitors: 5,126

MEFEX is the Middle East's longest running show at the heart of the US \$8 billion Gulf Cooperation Council food and beverage market.

Russell Hood

IMEX Management

6525 Morrison Boulevard, Suite 402

Charlotte, NC 28211

Tel: (704) 365-0041

Fax: (704) 365-8426

USDA Contact:

Gary Fountain

Tel: 202-720-7417

Fax: 202-690-4374

E-mail: fountain@fas.usda.gov

Alimentaria '98*

March 2-6, 1998

Barcelona, Spain

● Number of visitors: 140,000

Alimentaria is the largest food exposition in Iberia, held biennially and alternating between Spain and Portugal.

USDA Contact:

Valerie Brown

Tel: 202-720-3425

Fax: 202-690-4374

E-mail: brownvr@fas.usda.gov

Foodex Japan '98

March 10-13, 1998

Nippon Convention Center (Makuhari Messe)

Tokyo, Japan

● Number of visitors: 87,716

An essential and comprehensive stop for any business entering Japan's market.

Japan Management Association

3-1-22, Shibakoen Minato-Ku

Tokyo, Japan

Tel: 011-03-3434-0093

Fax: 011-03-3434-8076

USDA Contact:

Maria Nemeth-Ek

Tel: 202-720-3623

Fax: 202-690-4374

E-mail: nemeth@fas.usda.gov

Great American Food Show-Korea*

March 17-19, 1998

Seoul, Korea

● Number of visitors: 3,500

Philip A. Shull

Agricultural Trade Office-Seoul

82 Sejong-Ro, Chongro-Ku

Seoul, Korea 110-050

Tel: 011-822-397-4297

Fax: 011-822-738-7147

E-mail: shull@fas.usda.gov

...Trade Show Calendar

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Food & Hotel Asia '98

April 14-17, 1998
World Trade Centre
Singapore, Singapore

● Number of visitors: 36,000

Food & Hotel Asia is the largest show held in Southeast Asia. It attracts buyers from Malaysia, Indonesia, Thailand, and the Philippines.

Commerce Tours International, Inc.
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: (415) 433-3072
Fax: (415) 433-2820

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

U.S. Food Export Showcase

May 3-6, 1998
McCormick Place
Chicago, IL

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Tel: 703-876-0900
Fax: 703-876-0904

Food & Hotel Africa '98*

August 23-26, 1998
Gallagher Estate, Johannesburg

● Number of visitors: 7,000

An essential gateway to the African Market.

USDA Contact:

Tobitha Jones
USDA Foreign Agricultural Service
14th Street & Independence Ave., SW
Washington, DC 20250-1052
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

*USDA Sponsored Shows:

USDA is involved in all aspects of show management and provides related services, including:

Assistance in sample product shipment, rental of floor space, booth design/layout, and marketing the show to potential exhibitors (primarily via mass mailing, invitations to special events, printing show directory) and hotel reservations for show participants.

USDA staff from Washington and the local U.S. Embassy provide support to exhibitors.

USDA Endorsed Shows:

USDA recommends these as best avenues to enter prospective market for consumer-oriented foods, and provides limited services related to these shows, including:

Marketing, mailing advertising material, referral to show organizer, setting up information booth or national pavilion, pre-show promotion, invitation of potential buyers.

Recommendation is based on market potential and commitment of USDA staff in the overseas posts. USDA staff overseas provides most of the related services.

NTIS® Order Form For FAS Subscriptions

U.S. DEPARTMENT OF COMMERCE
Technology Administration
National Technical Information Service
Springfield, VA 22161

To order subscriptions, call (703) 605-6060.
TDD (For hearing impaired only), call (703) 605-6043.

SHIP TO ADDRESS

CUSTOMER MASTER NUMBER (IF KNOWN)		DATE
ATTENTION/NAME		
ORGANIZATION	DIVISION / ROOM NUMBER	
STREET ADDRESS		
CITY	STATE	ZIP CODE
PROVINCE / TERRITORY	INTERNATIONAL POSTAL CODE	
COUNTRY		
PHONE NUMBER ()	FAX NUMBER ()	
CONTACT NAME	INTERNET E-MAIL ADDRESS	



(703) 605-6060
or fax this form to (703) 321-9467

To verify receipt of your fax order, call (703) 605--6060.

METHOD OF PAYMENT

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME

SIGNATURE (REQUIRED TO VALIDATE ALL ORDERS)

☐ Check/Money Order enclosed for \$

(PAYABLE IN U.S. DOLLARS)

☐ NTIS Deposit Account Number:

RETURN POLICY

Although NTIS cannot accept returns for credit or refund, we will gladly replace any item you requested if we made an error in filling your order, if the item was defective, or if you receive it in damaged condition. Just call our Subscription Department at (703) 605-6060.

SINGLE COPIES

To order single copies, call our Sales Desk at 1-800-553-NTIS (6847) or (703) 605-6000. Order via the Internet: orders@ntis.fedworld.gov. RUSH Service is available for an additional fee; please call the NTIS Sales Desk.

NO. OF SUBSCRIPTIONS	ORDER NO.	TITLES	PRICES*		TOTAL
			DOMESTIC	INTERNATIONAL	
	SUB9706LJX	Agricultural Trade Highlights (12 issues)	\$ 65.00	\$ 110.00	
	SUB9707LJX	Tropical Products (Coffee, Cocoa, Spices, Essentials Oils) (4 issues)	30.00	60.00	
	SUB9708LJX	Cotton: World Markets & Trade (12 issues)	75.00	142.00	
	SUB9709LJX	Dairy, Livestock & Poultry: U.S. Trade & Prospects (12 issues)	98.00	214.00	
	SUB9710LJX	Dairy Monthly Imports (12 issues)	65.00	110.00	
	SUB9711LJX	Livestock & Poultry: World Markets & Trade (2 issues)	21.00	42.00	
	SUB9739LJX	Dairy: World Markets & Trade (2 issues)	21.00	42.00	
	SUB9712LJX	All 28 Dairy, Livestock & Poultry reports	170.00	356.00	
	SUB9713LJX	Grain: World Markets & Trade (12 issues)	90.00	180.00	
	SUB9714LJX	World Horticultural Trade & U.S. Export Opportunities (12 issues)	90.00	180.00	
	SUB9715LJX	Oilseeds: World Markets & Trade (12 issues)	98.00	196.00	
	SUB9716LJX	U.S. Planting Seed Trade (13 issues)	55.00	115.00	
	SUB9717LJX	Sugar: World Markets & Trade (2 issues)	25.00	50.00	
	SUB9718LJX	Tobacco: World Markets & Trade (12 issues)	80.00	182.00	
	SUB9719LJX	World Agricultural Production (12 issues)	95.00	160.00	
	SUB9734LJX	Wood Products: International Trade & Foreign Markets (5 issues)	55.00	118.00	
	SUB9735LJX	Monthly Summary of Export Credit Guarantee Program Activity (12 issues)	70.00	120.00	
	SUB9736LJX	U.S. Export Sales (52 issues)	175.00	320.00	
	SUB9737LJX	AgExporter Magazine (12 issues)	51.00	59.00	

Also available — these special one-time reports

	PB96-136403LJX	Food & Agricultural Export Directory	\$19.50	\$39.00	
	PB96-196787LJX	World Horticultural Trade & U.S. Export Opportunities (Supp. 1-Exports)	21.50	43.00	
	PB96-196795LJX	World Horticultural Trade & U.S. Export Opportunities (Supp. 2-Imports)	25.00	50.00	
	PB96-196761LJX	A Guide to Exporting: Solid Wood Products	28.00	56.00	
	PB88-240296LJX	Dictionary of International Agricultural Trade (1988 ed.)	31.50	53.00	

Prices are subject to change.

The NTIS Subscription Dept. (703) 605-6060 can provide pricing verification.

* Prices include first-class delivery or equivalent service for domestic (U.S., Canada, and Mexico); airmail delivery for international (all other countries).

GRAND TOTAL

FAS PUBLICATIONS

The publications listed below present timely and reliable information on U.S. and world production, supply and demand, and trade for many different commodities. All these publications can be subscribed to through the National Technical Information Service (NTIS) of the U.S. Department of Commerce. To order, call NTIS at (703) 605-6060 or (703) 605-6043 for TDD (hearing impaired only). A subscription form is provided on the other side.

Agricultural Trade Highlights

Monthly report provides a unique overview of U.S. agricultural exports, as well as specialized coverage of trade topics. Each issue contains a summary of current trade statistics and the latest trade policy and marketing developments, along with in-depth analyses of country markets and specific consumer food product exports.

Tropical Products: World Markets and Trade

Issued four times a year. Provides information on the world production and supply and demand situation for coffee and cocoa. Presents U.S. trade data on spices and essential oils.

Cotton: World Markets and Trade

Monthly report provides statistics and other information on U.S. and world production, supply and demand, and trade for cotton. Covers crop conditions, the latest trade policy developments, and export market information.

Dairy, Livestock and Poultry: U.S. Trade and Prospects

Monthly report provides U.S. trade information and analyses of the trade of dairy, livestock, and poultry products.

Dairy Monthly Imports

Monthly report of imports of cheese and other quota dairy products subject to licensing, as well as imports under the quota not subject to licensing.

Livestock and Poultry: World Markets and Trade

Semi-annual publication provides information on U.S. and world production, use and trade of livestock and poultry products, trade policy developments, and export market information.

Dairy: World Markets and Trade

Semi-annual publication provides information on U.S. and world production, use and trade of dairy products, trade policy developments, and export market information.

Grain: World Markets and Trade

Monthly publication provides information on U.S. and world production, supply and demand, and trade for a variety of grains. Covers crop estimates, the latest trade policy developments, and export market information.

World Horticultural Trade and U.S. Export Opportunities

Monthly publication provides information on the world situation and outlook for horticultural products. Covers export competition, foreign market import potential, and export opportunities for U.S. horticultural products.

Oilseeds: World Markets and Trade

Monthly publication provides data and analyses on U.S. and world production, supply, use, and trade of a variety of oilseeds and products. Covers production estimates, latest trade policy, commodity prices, and export market information.

U.S. Planting Seed Trade

Issued 13 times a year. Provides information on U.S. trade for planting seeds. Covers the latest trade policy developments and export market information.

Sugar: World Markets and Trade

Semi-annual publication provides information on the world production and supply and demand situation for sugar. Includes in-depth special country features. The November issue also presents the honey situation and outlook in selected countries.

Tobacco: World Markets and Trade

Monthly report provides information on U.S. and world production, supply and demand, and trade for tobacco. Covers crop estimates, the latest trade policy developments, and export market information. The March issue contains complete U.S. tobacco trade data for the preceding calendar year.

World Agricultural Production

Monthly report provides information on U.S. and world production of major agricultural products, including crop, livestock, and forestry estimates, weather and production briefs, and special articles of interest to the trade.

Wood Products:

International Trade and Foreign Markets

Issued five times a year. Provides information on the production, trade, and supply and demand situation in countries around the world for wood products. Highlights the latest trade policy developments, export statistics, and market information of interest to U.S. exporters.

Monthly Summary of Export

Credit Guarantee Program Activity

Monthly summary report shows fiscal year commitment figures for the Commodity Credit Corporation's Export Credit Guarantee Program (GSM-102) and Intermediate Credit Guarantee Program (GSM-103).

U.S. Export Sales

Weekly report based on reports submitted by private exporters. Outstanding export sales as reported and compiled with other data give a snapshot view of the current contracting scene. All countries with outstanding sales or accumulated exports are included for each class of wheat, all wheat, wheat products, corn, soybeans, soybean cake and meal, American pima cotton, all upland cotton, whole cattle hides, and wet blues.

AgExporter Magazine

Monthly magazine for businesses selling farm products overseas provides tips on exporting, descriptions of markets with the greatest sales potential, and information on export assistance available from the U.S. Department of Agriculture. The audience is U.S. agricultural producers, exporters, trade organizations, state departments of agriculture, and any other export-oriented organization.

Food and Agriculture Directory

Directory features up-to-date listings of federal and state agencies, trade associations and a host of other organizations that can help you penetrate foreign markets. Includes phone and fax numbers.

Survey the New Frontiers.

Survey the frontiers of agriculture at USDA's seventy-fourth outlook forum. Catch the latest commodity prospects for 1998 and beyond and receive new long-term projections to the year 2007. Hear noted experts and farm leaders tackle front line issues: managing risk, selling bio-engineered products, ensuring food safety, marketing organic foods, honing export strategies, and more.



Act Now To Attend. For program and registration details check the Forum home page, call (202) 720-3050, or dial (202) 694-5700 from your fax machine handset and retrieve document 66666. Call (202) 401-9421 to register.

**February 23 and 24, 1998
Washington, D.C.**

Presented by the U.S. Department of Agriculture

<http://www.usda.gov/oce/waob/agforum.htm> • e-mail: agforum@oce.usda.gov

Reader Service Announcement

Agricultural Outlook Forum '98. Attend USDA's seventy-fourth outlook forum, February 23-24, 1998, in Washington, D.C. Leading analysts will forecast commodity prospects, top officials and farm leaders will discuss issues on agriculture's frontier and USDA will issue new long-term projections to the year 2007. For program and registration details call (202) 720-3050, dial (202) 694-5700 from your fax machine handset and retrieve document 66666, or check the Forum home page at <http://www.usda.gov/oce/waob/agforum.htm>.

Survey the New Frontiers.

Survey the frontiers of agriculture at USDA's seventy-fourth outlook forum. Catch the latest commodity prospects for 1998 and beyond and receive new long-term projections to the year 2007. Hear noted experts and farm leaders tackle front line issues: managing risk, selling bio-engineered products, ensuring food safety, marketing organic foods, honing export strategies, and more.

Act Now To Attend. For program and registration details check the home page, call (202) 720-3050, or dial (202) 694-5700 from your fax machine handset; retrieve document 66666. Call (202) 401-9421 to register.

<http://www.usda.gov/oce/waob/agforum.htm>



**February 23-24, 1998
Washington, D.C.**

Presented by the
U.S. Department of Agriculture

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
1400 INDEPENDENCE AVENUE, SW
WASHINGTON, DC 20250-1004

For questions concerning your subscription or change of address,
PRINT OR TYPE the new address, including ZIP code and return this
sheet to:

U.S. DEPARTMENT OF COMMERCE
TECHNOLOGY ADMINISTRATION
NATIONAL TECHNICAL INFORMATION SERVICE
SPRINGFIELD, VA 22161

For questions or concerns on the data included in this publication,
contact us at the address shown above.



Summaries and selected tables from many Foreign Agricultural Service world market and trade reports are available electronically. The reports include U.S. Export Sales (available electronically after 8:30 a.m. on release day); Grain: World Markets and Trade; Oilseeds: World Markets and Trade; Cotton: World Markets and Trade; Tobacco: World Markets and Trade; World Agricultural Production; the early release version of World Horticultural Products and U.S. Export Opportunities; and Tropical Products: World Markets and Trade (all available electronically after 3:00 p.m. Washington DC time on release day) as well as Sugar: World Markets and Trade; Livestock and Poultry: World Markets and Trade; Dairy: World Markets and Trade, and U.S. Planting Seed Trade (available within a week after release.)

You can read the reports on the FAS home page (<http://www.fas.usda.gov>). The reports remain "current" until the succeeding issue is available. Older issues are available in the archives section of the home page. We also make selected cover articles and graphics available from these publications, in a separate section of the site. Reports are also available from the Economic Bulletin Board at Stat-USA, on the same schedule. For more information, you may contact Stat-USA at (202) 482-1986 (Monday-Friday, 8:30-5:30 p.m. Washington, DC time.)

For more information on the FAS home page, contact Glenn Kaup, tel. (202) 720-3329; fax. (202) 720-3229; or via e-mail kaup@fas.usda.gov

The U.S. Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, and marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).

To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, DC 20250, or call 1-800-245-6340 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.